

Change of Season Brings New Look to Scott Schreiner

As spring approaches, so does a new golf season. We all follow our favorite basketball teams through March Madness, but we are really just killing time in anticipation of the Masters and the start to another golf season.

More than any other course, August National is the single golf club that can motivate both male and female golfers of all ages, to get their game to another level. The same can be said from anyone involved in course management. Whether it be a course architect, a club manager, board member, golf professional, or course marshal, the one consistency is the **Pursuit of Excellence** at their facility!

Scott Schreiner Golf Course started in 1924 as The Kerrville Country Club, a nine-hole layout by architect John Bredemus. The course has seen many changes over the years including the most recent redesign by the late Joe Finger. Mr. Finger's work included numerous courses in the south, with a large number here in Texas! Not only was he responsible for the layout of Scott Schreiner, he also partnered with golfing legend Byron Nelson with the layout of Riverhill Country Club.

To complement an outstanding layout, you have to have excellent playing conditions. Among our winter projects this year, we have taken an aggressive approach to trimming trees. This will give some holes a new look while others will be very clean.

Due to the short winters in Texas, we chose not to overseed the greens this year. This will help promote the growth of the Bermuda and eliminate the transition of rye to bermuda later in the season. We will also begin work on some cart path removal along with added irrigation in certain areas of the course.

Another enhancement to the course, more precise the practice area, is the anticipated completion of the FM1341 expansion. We will gain a fully landscaped area with irrigation up to Golf Dr. This area will also include signage marking the new entryway into the parking area. With the completion of the traffic circle adjacent to the ninth tee box, there will be an increase in the flow of traffic around the golf course. This project should be completed in the next month or two.

Finally in our **Pursuit of Excellence** for the winter/spring of 2009, the long awaited completion of the golf shop remodel project that started back in November is complete. When we sat down to look at this project two things were taken into consideration – update the facility (last remodel was 1970) and utilize all the square footage in the building. The project started with a new galvanized standing seam roof, new duct work, and a new heating/air conditioning unit relocated to the attic. Next we went to work on the restrooms to get everything up to code. Water/sewer lines were relocated along with walls to make everything ADA compliant. We then moved out to the golf shop area to start the demolition process. Our goal here was to use every square foot of the golf shop! The old floor plan had two rooms divided by the office and storage room. The office and

storage had to go. By knocking these two rooms out, we were left with one large showroom complete with a million dollar view looking across the golf course with Tivy Mountain in the background. The room was now the perfect setting for an island counter strategically placed in the middle of the shop. Complete with built-in cabinets, limestone rock sidings and a granite countertop, the counter is the centerpiece of all transactions. The versatility allows staff to accommodate customers from both sides. While someone may be checking in for a round of golf at one register, another customer may be ordering a drink in our lounge area while enjoying a sporting event on our flat screen television. In an attempt to eliminate or cut down on noise during high traffic periods, a wall was constructed between the restroom hallway and the golf shop. The flooring is a combination of tile and carpet. We wanted something durable for high traffic and food & beverage areas, and we needed carpet to showcase all the latest golf lines. The colors and theme were hill country driven, as will be our future projects.

It might be time to embark on a new golf season and some of our projects may slow down during the golf season, but our **Pursuit of Excellence** is here everyday, as we strive to make Scott Schreiner the “Best Kept Secret” in the Hill Country!

We truly hope you enjoy your new golf shop!

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